

Please cancel claims 14-21.

Please amend claim 1 as follows:

1. (Previously Amended) A method for producing optimum-effect marketing, especially useful for interactive mediums, comprising:

(a) collecting emotional orientation information obtained from a potential consumer based on an immediate individual emotional response of the consumer according to the following emotional orientations: survival type, growth type, relaxation type, and a combination thereof;

b1 (b) storing the emotional orientation information of the consumer in a personal character profile record in a generating a computerized database, wherein the personal character profile record includes a value indicative of the emotional orientation of the consumer, wherein the value is one of a survival type, a growth type, a relaxation type, and a combination thereof ~~containing a personal character profile of said potential consumer based on said collected information;~~

(c) determining, based on the stored emotional orientation information in the personal character profile record, a predominant tendency of the consumer toward one of the individual emotional orientations;

(d) analyzing and sorting said the character profile record in said computerized the database into at least three clusters, wherein each cluster corresponds to a subset of character profile records showing determined to have a predominant tendency toward one of said the individual emotional orientations;

(de) ~~producing a series of marketing campaigns for a specific product or service, wherein each campaign contains unique features directed to a specific one of said clusters;~~

(e) determining, based on the predominant tendency toward one of the individual emotional orientations of the cluster of the character profile record of the potential consumer, and displaying the an appropriate marketing campaign directed to the specific cluster corresponding to including the personal character profile record of said the potential consumer having a particular emotional orientation; and

(f) displaying the determined marketing campaign to the potential consumer.

2. (Original) A method according to claim 1 wherein the information is collected by a questionnaire.

3. (Original) A method according to claim 2 wherein the questionnaire contains questions relating to the level of disposition of the potential consumer towards survival, growth, and relaxation, respectively.

4. (Previously Amended) A method according to claim 2, wherein the questionnaire is presented to a potential customer through an interactive medium.

5. (Original) A method according to claim 1 wherein the unique features include various colors, sounds, smells, words, and images.

6. (Previously Amended) A method according to claim 1, wherein the campaign is presented to the potential consumer by an interactive medium.

7. (Previously Amended) A method according to claim 1 wherein the number of clusters corresponds to the possible combinations of low, medium, and high degrees of orientation with each of survival, growth, and relaxation orientations.

8. (Previously Amended) A method for conducting a matching service between at least two people, especially useful for dating services, employment agencies, and "chat rooms", comprising:

- (a) collecting emotional orientation information obtained from a user based on an immediate individual emotional response of the user according to the following emotional orientations: survival type, growth type, relaxation type, and a combination thereof;

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contd
- (b) ~~generating a computerized~~ storing the emotional orientation information of the user in a personal character profile record in a database containing a personal character profile of said user based on said collected information, wherein the personal character profile record includes a value indicative of the emotional orientation of the user, wherein the value is one of a survival type, a growth type, a relaxation type, and a combination thereof;
 - (c) determining, based on the stored emotional orientation information in the personal character profile record, a predominant tendency of the user toward one of the individual emotional orientations;
 - (ed) ~~analyzing and sorting said~~ the character profile record in said the computerized database into at least three clusters, wherein each cluster corresponds to a subset of character profile records showing determined to have a predominant tendency toward one of said the individual emotional orientations;
 - (de) determining, based on the predominant tendency toward one of the individual emotional orientations of the cluster of the character profile record of the user, a matching and displaying other users according to the cluster of character profile records to which the users have a particular emotional orientation; and
 - (f) outputting the determined matched other user to the user.

9. (Previously Added) A method according to claim 4, wherein the interactive medium includes an Internet service, telephone, interactive television, and a point-of-sale.

10. (Previously Added) A method according to claim 6, wherein the interactive medium includes electronic mail, direct mail, telephone, interactive television, and a point-of-sale.

11. (Previously Added) A method according to claim 1, wherein the information collected from potential consumers includes at least one of physiological parameters, behavioral patterns, and personality-related parameters about the consumer.

12. (Previously Added) A method according to claim 11, wherein the information collected from potential consumers is collected based on the immediate response of the consumer to a specific stimulus.

13. (Previously Added) A method according to claim 12, wherein the stimulus includes a questionnaire.

~~14.~~ (Canceled)

~~15.~~ (Canceled)

~~16.~~ (Canceled)

~~17.~~ (Canceled)

~~18.~~ (Canceled)

~~19.~~ (Canceled)

~~20.~~ (Canceled)

~~21.~~ (Canceled)

~~Please add new claim 22 as follows. This claim does not add new subject matter.~~

--22. (New) A method for producing optimum-effect marketing, especially useful for interactive mediums, comprising:

(a) collecting emotional orientation information obtained from a potential consumer based on an immediate emotional response of the consumer according to the following emotional orientations: survival type, growth type, relaxation type, and a combination thereof;

(b) storing the emotional orientation information of the consumer in a personal character profile record in a database;

(c) determining, based on the stored emotional orientation information in the personal character profile record, a predominant tendency of the consumer toward one of the emotional orientations;

(d) sorting the character profile record in the database into at least three clusters, wherein each cluster corresponds to a subset of character profile records determined to have a predominant tendency toward one of the emotional orientations;

(e) if the predominant tendency of the emotional orientation of the potential consumer is a survival type emotional orientation, displaying a marketing campaign directed to a person having a survival type emotional orientation;

(f) if the predominant tendency of the emotional orientation of the potential consumer is a growth type emotional orientation, displaying a marketing campaign directed to a person having a growth type emotional orientation;

(g) if the predominant tendency of the emotional orientation of the potential consumer is a relaxation type emotional orientation, displaying a marketing campaign directed to a person having a relaxation type emotional orientation; and

(h) if the predominant tendency of the emotional orientation of the potential consumer is a combination emotional orientation, displaying a marketing campaign directed to a person having a combination emotional orientation.
